

devoted substantial portions of their comments in this proceeding to arguments and allegations they have presented in MM Docket 92-265. Indeed, rather than responding to any of the questions posed in the NOI, NRTC devoted most of its comments to its arguments in MM Docket 92-265.

NRTC has filed a Petition for Reconsideration of the First Report and Order (1st Report) in the program access proceeding (MM Docket 92-265), seeking review of Section 76.1002(c)(1) of the rules because the section does not prohibit exclusive programming contracts between all non-cable multichannel video program distributors (MVPDs) and vertically integrated cable programmers but only prohibits such exclusive contracts where a cable operator is a party. USSB has programming contracts with HBO, Showtime, and other cable programming services, with provisions that guarantee USSB varying degrees of exclusivity vis-a-vis USSB's competitors. DirecTv initially supported the 1st Report and the rules adopted therein; but subsequently, in a reply pleading responsive to USSB's Opposition to NRTC's Petition for Reconsideration, DirecTv supported NRTC.

USSB, mindful of the Commission's expressed purposes in the NOI, will not repeat in this proceeding the issues and matters that have already been presented to the Commission in MM Docket 92-265. The Commission should, however, consistent with its discussion of the scope of this proceeding, strike the following pages from DirecTv's Comments, i, 2-13, 18-22, and NRTC's Comments, i-iii, 3, 8-12, 20-25, 27-28. If those pages are not

stricken but are given any consideration, the Commission should consider the following specific responses<sup>17</sup> of USSB to the distortions of fact, law, and issues made by DirecTv and NRTC in this proceeding concerning matters at issue in MM Docket 92-265.

The dispute in MM Docket 92-265 is quite simply a dispute between competitors whereby the larger competitor (DirecTv) is attempting to neutralize the smaller competitor (USSB) by eliminating the difference between them that ensures that the smaller can compete. In this instance, DirecTv and its marketer/distributor NRTC seek to invalidate contracts that USSB has successfully negotiated with the cable programming services of two vertically integrated cable programmers, Viacom and Time Warner, because those contracts include varying degrees of exclusivity protections for USSB vis-a-vis DirecTv.

Exhibit 6 hereto is a chart that recently appeared in the July 15, 1994, issue of DBS World. The chart shows all of the programming services that are now available on DBS. What is at once clear is that DirecTv's DBS services include programming from many more programmers than Primestar and USSB. Together DirecTv and USSB offer far more programming choices to the consumer than does Primestar.

What DirecTv and NRTC seek in MM Docket 92-265 is for the Commission to revise and expand rules adopted in MM Docket 92-265 so that the programming that USSB now offers to distinguish its

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<sup>17</sup>The Commission should also consider the filings in MM Docket 92-265.

service from DirecTv's will no longer be unique to USSB. As discussed above, the issues in MM Docket 92-265 are beyond the scope of this proceeding. If the Commission nevertheless considers those issues in this proceeding, it should be clear to the Commission, as it was to the U.S. Department of Justice, that USSB's programming contracts are procompetitive, not anticompetitive, and that competition will be impaired if the Commission prohibits such contracts or their exclusivity guarantees in MM Docket 92-265.

#### **IV. REPLY TO NRTC'S COMMENTS**

NRTC is not a DBS permittee or licensee.<sup>18</sup> It is a party to a marketing arrangement with DirecTv. It is a non-profit organization with a mission of meeting the telecommunications needs of consumers who live in rural areas of the U.S., and is one of several entities that provide satellite programming to rural areas. USSB and DirecTv have already commenced a service that will be available (as soon as there is a sufficient supply of DSS™ equipment) to all 25 million consumers who live in the

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<sup>18</sup>NRTC's description in its Comments of its relationship with DirecTv is confusing and is markedly different from DirecTv's description in its Comments in this proceeding. NRTC states at 5 that it has "purchase[d] satellite capacity" and at 6 that "NRTC/Hughes will operate an independent DBS delivery system." However, to the best of USSB's knowledge, NRTC has never been licensed and has not agreed to assume the responsibilities of a licensee. In contrast to NRTC's references to NRTC/Hughes and the NRTC/Hughes "stand-alone" DBS delivery technology, DirecTv's Comments do not even mention NRTC until page 8, in reference to its Petition for Reconsideration, and does not discuss NRTC's involvement in DBS until page 15, where it describes the NRTC as one of its three channels of distribution. At page 18, DirecTv explains that "NRTC has a marketing arrangement with DirecTv."

rural areas of the U.S. (and everyone else in the continental U.S.). DirecTv and USSB provide a greater variety of programming services than most if not all cable services available to urban or suburban Americans, and USSB offers its services at nationally uniform packages and pricing so that all consumers benefit.

Thus, while NRTC complains of stumbling blocks that prevent it from obtaining certain programming, the consumer has not been denied access to programming. No agreement, understanding, practice, or action of USSB denies any consumer, urban or rural, access to DBS programming. The programming NRTC wants to distribute is the programming USSB is already distributing to consumers through the DSS™ system,<sup>19</sup> i.e., the programming USSB has widely publicized may be distributed by NRTC members and affiliates through USSB's open retail policy. It is therefore misleading of NRTC to state as it does in its Comments at iii and 11 that "full and fair access to ... DBS programming at nondiscriminatory rates is still largely unavailable to rural Americans even at this late date."<sup>20</sup>

Moreover, while USSB cannot address this statement with respect to C-Band satellites, it is clearly and obviously false

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<sup>19</sup>NRTC contends that it has "no access whatsoever -- at any price" to the programming of Viacom and Time Warner. NRTC does not acknowledge that its members and affiliates can distribute USSB programming through USSB's open retail policy.

<sup>20</sup>The only reason the service is unavailable is that the DSS™ equipment is not yet nationally available. The programming is available now.

with respect to USSB's programming over DBS. As USSB has stated above, its programming will be available at nationally uniform packages and pricing. The programming will be available, all across the continental U.S. Anyone who has a DSS™ receiver can obtain the programming anywhere he/she is, and he/she will pay the same prices for USSB's programming all across the county. Thus, USSB's prices are nondiscriminatory and its programming will be available everywhere, as NRTC knows full well.

NRTC also falsely contends that programming arrangements USSB has with HBO and Showtime are anticompetitive and entered into "for the specific purpose of blocking access to Time Warner's and Viacom's programming ... by NRTC and other DBS distributors." USSB's programming arrangements are pro-competitive. Indeed, they ensure competition within high power DBS. USSB did not enter into any contracts for the specific purpose of blocking access by NRTC. Such a charge is absurd. USSB entered into its arrangements to attract audiences to its channels. USSB's exclusive contracts are similar to television networks' contracts for popular programs and exclusive coverage of live sporting events or services (e.g., World Series, NCAA Basketball, NFL Football). DirecTv also has exclusive contracts for much of its programming, yet NRTC has not alleged that DirecTv's contracts were entered into for the specific purpose of blocking USSB's access to programming. USSB suspects that DirecTv sought exclusivity for its programming for the very same reasons that USSB sought exclusivity for its programming -- to

ensure that it had unique programming to offer the consumer and thereby to distinguish its programming from its competitor in DBS.

NRTC also contends in this proceeding that USSB's programming contracts with programming companies owned by Time Warner and Viacom are contrary to program access requirements mandated by Congress. NRTC's Petition for Reconsideration in MM Docket 92-265 seeks reconsideration of new Section 76.1002(c)(1) because it does not prohibit agreements such as those USSB has. NRTC contends that the FCC's rule therefore contains a "loophole." NRTC submits a letter dated June 15, 1994, from eight members of Congress (which is not even reflected in the Docket History of MM Docket 92-265) pointing out this "loophole."

Notwithstanding NRTC's letter expressing Congressional support, there is clearly no "loophole" in the FCC's regulations, which, as USSB has demonstrated in MM Docket 92-265, are consistent with the 1992 Cable Act, its legislative history, and the record in MM Docket 92-265. Attached hereto as Exhibit 7 are copies of letters that have been submitted in MM Docket 92-265 by Democratic and Republican members of the U.S. House and Senate who agree with USSB that the Cable Act did not address and was not intended to address contracts such as USSB's and that the rules adopted by the FCC in its 1st Report in MM Docket 92-265 properly implement Section 19 of the Cable Act.

NRTC also asserts, without any support whatsoever, that

The large vertically-integrated MSOs already  
are exploiting the unfair competitive

advantage granted to them by the USSB/Time Warner/Viacom deal. They own the medium powered "DBS" service known as "Primestar," and they are competing directly with the DBS services offered by NRTC/Hughes and USSB at 101°. They have access and plan to offer the programming of Time Warner and Viacom. Meanwhile, NRTC/Hughes is blocked from accessing or offering that same programming. The USSB/Time Warner/Viacom deal makes it impossible for NRTC/Hughes to compete with the vertically integrated programmers on a level playing field.

This is nonsense, and this is not the truth. As NRTC knows full well, Viacom does not own and is not a participant in Primestar. The programming services of Viacom subsidiaries are not offered by Primestar. As DBS World reported on July 15, 1994, in the chart included at Exhibit 6 hereto, even alone DirecTv offers many more programming services than Primestar. Together DirecTv and USSB offer a far greater variety of programming than does Primestar.

Again without any support, NRTC also asserts that Primestar's cable owners are able to "carve up the DBS market to the competitive disadvantage of non-cable owned DBS providers such as NRTC." There is nothing whatsoever to support an assertion that "Primestar's cable owners" are carving up the DBS market or that this is being done to the competitive disadvantage of non-cable owned DBS providers. USSB and DirecTv are non-cable owned DBS providers. They are not competitively disadvantaged by being able to offer the consumer more than 150 channels of programming from two service providers who provide distinct but

complementary programming.<sup>21</sup>

That NRTC has nothing to support its wild claims is evident in its Comments at 23 when NRTC simply asserts that "USSB evidently paid an exclusivity premium for its arrangements with Time Warner and Viacom, thereby setting the baseline price...." This bold statement is without any support and leads NRTC to further ridiculous conclusions. One of the most ridiculous statements in NRTC's Comments is the statement that:

Through these exclusive arrangements, USSB is now "the only deal in town" for DBS distribution of HBO, Showtime and the other "exclusive" programming at 101°. Should USSB opt for a "low volume/high margin" or "no service/high cost" approach to DBS, the development of the entire DBS market will be handicapped.

NRTC Comments at 24. DirecTv has exclusivity at 101° WL for every channel of programming it offers. DirecTv is now "the only deal in town" for A&E, the Cartoon Network, CMT, CNBC, CNN, Discovery, Disney, Encore, The Family Channel, CNN Headline News, Muchmusic, TNN, Playboy, Turner Classic Movies, USA Network, ESPN, TBS, TNT, Court TV, CSPAN, the E Channel, the Learning Channel, The Weather Channel, The Sci-Fi Channel, and 40-50 channels of first run movies from 11 Hollywood studios.<sup>22</sup> Should

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<sup>21</sup>In fact, if DirecTv were to completely duplicate the channels offered by USSB, one of the competitive advantages of high powered DBS (the greater variety and diversity of programming) would be reduced.

<sup>22</sup>DirecTv's Direct Ticket Pay Per View Guide for August 1994 invites the consumer to:

Enjoy Hollywood's hottest hits before they



DirecTv with its 150 exclusive channels opt for a "low volume/high margin" or "no service/high cost" approach to DBS, what would happen? It is far more likely that GM/Hughes/DirecTv, controlling the vast majority of channels available on DBS but without any experience as a broadcaster or program provider<sup>23</sup> would opt for a "low volume/high margin" or "no service/high cost" approach to DBS.

NRTC continues with, "Without competitive offerings, the DBS market cannot reach its full potential as an alternative delivery technology serving the American public." As is evident above and in Exhibit 6 hereto, DBS has not been denied competitive offerings. The success of DBS as a competitive technology is not dependent on the "competitive decisions of huge, vertically-integrated cable programmers and one DBS distributor." The success of the DBS industry is also not dependent on whether non-profit corporation NRTC will be able to sell programming to rural consumers who can receive it directly from USSB at a nationally uniform price or from NRTC members who participate in USSB's open retail policy.

Finally, NRTC's observation that "USSB itself is apparently intertwined with the cable industry" because Conus Communications (Conus) and Viacom are involved in a joint venture to produce and distribute a 24 hour news channel is nonsense. The All News

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appear on HBO and Showtime....

<sup>23</sup>In contrast to GM/Hughes, USSB is controlled by a broadcaster who been a pioneer in the broadcast industry and in creating innovative programming and program services.

Channel is perhaps the only service of its kind -- a programming service that was developed for the satellite dish industry. The service, which has been in existence for several years, was developed for C-Band (and with DBS also ultimately in mind), not for cable, although some cable systems do carry the service. The Conus-Viacom joint venture does not intertwine USSB with the cable industry. NRTC cannot transform USSB into a cable operator or a cable company.

#### **V. REPLY TO DIRECTV'S COMMENTS**

Like NRTC, DirecTv devotes a substantial portion of its Comments to the issues in MM Docket 92-265. Unlike NRTC, DirecTv also responded to specific questions in the NOI. USSB has already noted the points on which it is or is not in agreement with DirecTv concerning DirecTv's responses to the specific questions posed in the NOI.

While USSB is in agreement with DirecTv on several points, the two DBS pioneers differ sharply on the intent of Section 19 of the Cable Act and the legality and effect of USSB's programming arrangements with Viacom and Time Warner.

First and most obviously, DirecTv states in its Comments at 10 that, "[w]hile exclusive arrangements with vertically integrated programmers may be acceptable to the single MVPD who happens to be favored by the cable interests, such arrangements violate the public interest, the Cable Act, and the Commission's Rules." It should be noted that DirecTv has never identified a single FCC rule that is violated by an exclusive arrangement that

does not involve a cable operator. USSB is not a cable operator. Section 76.1002(c)(1)-(2) of the rules specifically applies only to cable operators. That is why NRTC seeks reconsideration of the 1st Report. DirecTv has never demonstrated that any other Commission rule is violated by USSB's programming arrangements.

As USSB has previously demonstrated in MM Docket 92-265, USSB's programming agreements do not violate the Cable Act or the Commission's Rules and are not contrary to the public interest. USSB has demonstrated that its programming agreements are pro-competitive and that they promote the Commission's goals of diversity and maximum utilization of the spectrum.

In fact, in Comments published in the Federal Register in connection with the proposed Final Judgment in United States v. Primestar Partners, L.P., et al., 58 Fed. Reg. 60672, 60673-76 (November 17, 1993) ("DOJ Comments"), the U.S. Department of Justice, Antitrust Division, specifically disputed similar arguments raised in Comments filed by DirecTv and NRTC in opposition to certain provisions of the proposed Final Judgment that addressed DBS and the issue of exclusive program contracts, stating:

The proposed Final Judgment does not undermine the 1992 Cable Act. **That statute prohibits exclusive arrangements between programming vendors and cable operators but does not expressly prohibit such arrangements between programming vendors and a non-cable firm such as USSB.**

58 Fed. Reg. at 60675 (emphasis added).

Moreover, while NRTC and DirecTv take issue with the actions

of Judge John E. Sprizzo in the Primestar Partners proceeding, they cannot dispute his comments on September 3, 1993, in consideration of the proposed Final Judgment in State of New York, et al. v. Primestar Partners L.P., et al., quite clearly on the record:

**Exclusive contracts are not forbidden now under the law.**

See Attachment 2, Tr. 18 to USSB's "Ex Parte Response to Ex Parte Presentation by the National Rural Telecommunications Cooperative" filed January 24, 1994 in MM Docket 92-265. In that same proceeding, the Attorneys General of **45 states and the District of Columbia** joined together in a filing, the "Plaintiff States' Memorandum of Law in Support of the Consent Decrees" ("States' Memorandum"), in which they stated in response to the contentions of DirecTv and NRTC, that

The 1992 Cable Act does prohibit certain exclusive contracts as unlawful per se and presumes other exclusives to be anticompetitive. See Section 628(c)(2)(C) and (D). These explicit proscriptions, however, only apply to exclusive contracts between vertically integrated cable programmers and cable operators and not to DBS operators as DirecTv suggests.

States' Memorandum at 16, n. 15.

In MM Docket 92-265, USSB has demonstrated and DirecTv has finally acknowledged that DirecTv itself has exclusive programming agreements and that it sought exclusivity for its programming. Thus, DirecTv cannot seriously contend that USSB's programming agreements are contrary to the public interest.

USSB has demonstrated that it is absolutely imperative for

USSB to have the opportunity to differentiate and present complementary programming if it is to be able to provide effective competition to Hughes/DirectTv and **to be an effective competitor to cable**. Because DirectTv will always control more channel capacity than USSB, DirectTv could potentially engage in predatory pricing practices, could creatively package its program offerings, and could offer prices lower than USSB's for any program services USSB and DirectTv both carry, secure in the knowledge that DirectTv can offer the remainder of its programming (i.e., the programming unique to DirectTv) for any price it wants to offset any discounts it gives on the programming shared in common. As long as one DBS service provider controls far more channels than the other, the only way the one with fewer channels will remain competitive is if it obtains exclusive rights to its programming.

The U.S. Department of Justice obviously understands that competition within DBS, for the foreseeable future, rests upon USSB's ability to differentiate its programming. In responding to DirectTv's/NRTC's submission in the U.S. v. Primestar Partners proceeding, in which DirectTv and NRTC raised many of the same arguments against the grants of exclusivity in USSB's programming contracts, the Justice Department (for the Government) noted:

The effects of DirectTv's proposal on competition among DBS providers is not entirely clear. DirectTv will ultimately be in a position to sell approximately 150 channels of programming, as opposed to approximately 30 for USSB. If DirectTv were able to offer all of the attractive

programming that was available to USSB, competition between DirecTv and USSB might be impaired. DirecTv appears to understand the need for differentiated programming between itself and USSB as it has, the Department understands, obtained certain exclusive programming rights vis-a-vis USSB.

DirecTv's Comments distort not only the law but also the facts. For example, in describing the effect USSB's programming arrangements have had on DirecTv's ability to obtain programming, DirecTv states in its Comments at 5 that it is barred from obtaining "some of the most essential vertically integrated premium program offerings, e.g., Home Box Office, Showtime, The Move Channel, Cinemax or FLIX." Curiously, DirecTv does not mention that it already has some of the most essential vertically integrated premium program offerings, such as The Disney Channel and Encore, which are premium services that compete with the services that USSB offers.

Even more misleading is DirecTv's statement that "[a]lready, the inability of DirecTv to obtain HBO and Showtime has influenced its business plan and placed it in a riskier posture in terms of cable competitiveness." DirecTv Comments at 19. DirecTv explains further and "specifically" that "without the premium class of cable services... DirecTv relies almost exclusively on pay-per-view to satisfy customer demand for current hit movies." Id. n.26. Yet DirecTv, according to its own press releases and public statements, has secured "30 popular cable networks"<sup>24</sup> and premium cable programming services that

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<sup>24</sup>According to the January 10, 1994, issue of Broadcasting & Cable, at 34, USA Network finished the 1993 calendar year as the

directly compete with USSB's programming services HBO and Showtime.<sup>25</sup> DirecTv offers ENCORE, an all-movie, commercial-free entertainment service, plus its six new thematic multiplexed movie channels.<sup>26</sup> Obviously, DirecTv has secured popular cable programming, attractive to consumers.

USSB cannot and will not be carrying any of the programming services that DirecTv has secured. The inability of DirecTv to offer Time Warner's and Viacom's programming services will not "hobble" either of the DBS service providers as competitors to cable, since both DBS service providers at 101° will be able to, from the very outset of service, reach every household in the continental U.S. -- something no cable company alone and all cable companies together cannot accomplish. The impressive array of programming services DirecTv has secured, see Exhibit 6

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highest rated basic cable network in prime time, marking the network's fourth consecutive year on top. DirecTv will be carrying USA. "Close behind" was Superstation WTBS, which finished as the most-watched network on a 24-hour basis. Id. DirecTv will carry WTBS. The Turner Broadcasting networks accounted for 11 of the 21 top-rated basic cable shows. Id. DirecTv will be carrying the Turner networks. Nine of the top 21 shows of the year were on ESPN. Id. DirecTv will carry ESPN.

<sup>25</sup> It should be noted that DirecTv's 40-50 pay-per-view movie channels will offer first run Hollywood movies before HBO and Showtime have access to those movies. See also note 22, supra.

<sup>26</sup> According to press reports, ENCORE has recently been successful in signing exclusive film licensing agreements with studios that previously had such agreements with Showtime. For example on October 4, 1993, Cable World reported that ENCORE had landed an exclusive film licensing deal valued at \$1 billion with Walt Disney Studios, outbidding Showtime. Prior to securing Disney, ENCORE had obtained exclusive rights to theatrical releases from new Line Cinema and Universal Studios.

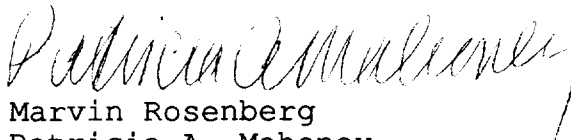
hereto, belies NRTC's and DirecTv's contentions that they will be unable to attract consumers.

DirecTv sought and secured exclusivity guarantees for its first-run movie programming. That does not suggest that DirecTv was forced to settle for 40-50 channels of pay-per-view but is instead an indication of the importance of pay-per-view to DirecTv's business plan.

Moreover, on August 3, 1994, DirecTv is scheduled to launch a second satellite, DBS-2; and Hughes recently applied for authority to construct and launch a third satellite, DBS-3. It is obvious that GM/Hughes/DirecTv see a very promising future for DBS.

Respectfully submitted,

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EXHIBIT 1

# BUSINESS

THE CLARION-LEDGER ■ JACKSON, MISSISSIPPI

reluctant to pay the \$750 application fee, but the loan officer assured me I would qualify and she locked-in a 7.75 percent interest rate for 60 days.

About a month later, the bank sent its appraiser to inspect my home. I asked for her business card and appraiser's license number, as you often suggest, but she said she "forgot them" at home. Stupidly, I didn't write down her name. I gave her information about recent sales prices of two nearby houses I knew about, but she said she had all that information back at her office. My current mortgage balance, at 9.25 percent interest, is about \$178,000. The two comparable sales were \$242,500 and \$254,000, so I figure my similar house is worth about \$250,000.

After three weeks I didn't hear anything from the bank, so I phoned the loan officer. She said my appraisal came in at only \$210,000, so she said she can't refinance my mortgage. When I asked for a copy of the appraisal, the loan officer said it is "confidential." My 60-day lock-in has expired. What should I do? — Susan C.

**A:** Yours is one among dozens of similar letters I have recently received about low appraisals used by home mortgage lenders to avoid loan lock-ins. You were ripped off by your bank and its appraiser.

Mortgage lenders who don't want to make a mortgage loan, such as in your situation, because interest rates went up after the lock-in, use low-ball appraisals to get out of having to make the loan.

To prevent lenders taking advantage of borrowers like you, every state needs a simple new law requiring the appraiser to give a copy of their appraisal to the borrower, regardless who paid for the appraisal. Then you could see if the appraiser used those comparable sales you recommended and how the appraiser arrived at such a very low appraised market value.

Currently, many dishonest mortgage lenders like yours are skirting federal law which requires giving borrowers a copy of the appraisal if the borrower paid for it. Lenders avoid having to give appraisal copies to borrowers by not charging borrowers specifically for appraisals. However, you can be sure your \$750 fee paid for that low-ball appraisal.

But don't give up. Via Federal Express (so it gets prompt attention) write a polite letter to the lender's president explaining the facts of why the low-ball appraisal is wrong and why your loan should be immediately approved. Send copies to (1) the lender's state or federal regulator, (2) this newspaper's real estate editor, and (3) your state and federal legislators, with a handwritten suggestion for a new law requiring all borrowers be given a copy of their appraisals, regardless who paid for the appraisal.

**Q:** In 1960 I bought two Florida lots from General Development. The real estate taxes were only \$5 per year for many years. These lots are in an undeveloped area, with no road care, no water, no sewerage, no electricity and no nearby houses. The property taxes and assessments are now \$92 per year. I think the county raised the taxes, so owners are forced not to pay the taxes and the county gets title to these properties for non-payment. Can I give these lots to charity? If so, how do I determine their market value? — Mrs. Peter P.

**A:** If you can find a charity foolish enough to accept these virtually worthless lots, your income tax returns you can claim a charity gift for their fair market value.

But hiring an appraiser to determine market value will cost more than the lots are worth. If your property tax bill shows the appraised market value, that should satisfy the IRS, if they audit you on this small item.

Robert Bruss' column appears Saturdays. Questions should be mailed to Robert Bruss, Tribune Media Services, Box 4386, Orlando, FL 32802-4386.

## DirecTV beams into Jackson

■ Digital system makes magnificent reception.

By Carole Lawes  
Clarion-Ledger Business Writer

Minutes before 9 a.m. Friday, LeMoine Martin collected on a favor to become the world's first consumer to own a digital satellite system.

"I'm going to have to sell tickets to get into my house tonight," said Martin, a Houston Rockets fan who planned to watch the NBA finals.

Cowboy Maloney's could have sold tickets to its I-55 North store. At 8:50 a.m., more than 150 people waited in a line that stretched from the store's double glass doors past Chuck E. Cheese's to Sutherland's.

They'd come to see the 18-inch satellite dish that promised laser-disc quality pictures, compact-disc quality sound and 175 channels of programming, including pay-per-view movies and sporting events.

They saw a lot more: Chipper and Nipper, RCA's dogs. Sales assistants in tuxedos.

RCA, DirecTV and United States Satellite Broadcasting Inc. executives with Con Maloney, Eddie Maloney and Johnny Maloney, whose family owns the chain of appliance and consumer electronics stores.

Cowboy Maloney's is one of 20 retailers authorized to sell the system. Soon, it will be available elsewhere in Mississippi. Within two weeks, it will be sold in Shreveport, Little Rock, Tulsa and Albuquerque.

The system should be available nationwide by October.

In Jackson, retailers took out full-page newspaper ads this week to tell consumers they'd have the system. Executives from RCA, DirecTV and USSB made the rounds. Chipper and Nipper will be at Sears today and at the Jackson Generals game tonight.

RCA introduced the system in Jackson because the city is a relatively small market with a cross-section of urban, suburban and rural areas and because dealers here offered strong support, the company said.

That was apparent at Cowboy Maloney's Friday.

"Everybody, warm fuzzy feelings. Everything's great," Johnny Maloney called to staff as the store prepared to open. "Ladies and gentlemen, what we're selling is entertainment. Make sure they know it."

They did. In the first hour, they weren't interested in microwaves, refrigerators or washing machines. In fact, they didn't seem to be interested in anything but the system.

And 300 stuffed Chipper's. The plush puppies decorated the store, sitting on top of television sets and shelving. They were sold in minutes.

"This morning, I had that man-what-if-nobody-shows-up feeling," said DirecTV's Tom Bracken.

"I cautioned our people this morning, saying 'This is not a \$29.99 television set. Don't expect the lines,'" Con Maloney said.

He limited sales of the systems, and the dogs, to one per customer. He said he had one who'd wanted to buy 1,000 systems.

Terry Smyly, who drove from Arlington, Ala., wanted 12.

"My company has franchise rights to two



Barbara Gaunt/The Clarion-Ledger

RCA representative Dave Miles (center), of Parker, Colo., talks to perspective customers Friday about the digital satellite

system. Using an 18-inch satellite dish, the system promises laser-disc quality pictures with compact-disc quality sound.

counties in Alabama. We've been waiting for our shipment, but we haven't got any," said Smyly, who bought the one allowed.

Louise Moss searched the crowd for a sales assistant so she could buy a system for a Lakeland, Fla., business friend.

"He called me a few minutes ago and wanted me to pick one up for him. I thought I could come down and pick it up and go back to work," said Moss, who also picked up a puppy. "I'm keeping the dog."

Martin didn't have to stand in line. Eddie Maloney owed him.

"I sold him a couple of cars. He wanted to be one of the first ones to get the new model," said Martin, a Herrin-Gear Lexus sales manager. "I said, 'When this comes out, let me know.'"

Martin said he became interested in the system after he bought a big-screen television set.

"I had it hooked up to cable, but I wasn't getting the quality I expected," Martin said. Sherry Cliburn of Sand Hill wasn't getting much of anything.

"We don't have cable out there," Cliburn said. "It is cheaper than a big satellite, and it's easier to hide the little dish."

At \$699 and \$899, the system is considerably cheaper than conventional satellite dishes, which cost about \$3,000. They're easily hidden on a house top. Or they can be tucked discreetly into a garden.

DirectTV, a GM Hughes Electronics unit, sells most of the programming. It invested \$700 million of the \$1 billion. Hughes built the two satellites that beam the programming to the pizza-sized dishes.

Offerings include major cable networks such as ESPN, CNN, USA and The Disney Channel as well as \$2.99 pay-per-view movies that start as often as every half hour.

United States Satellite Broadcasting Inc. sells premium programming, such as HBO, Showtime, The Movie Channel, Cinemax. Its line-up also includes Nickelodeon/Nick at Nite and MTV.

With so many channels, it could be difficult to figure out what to watch when. The system includes an onscreen programming guide.

Orbit Publications' Satellite Direct puts out a guide similar to TV Guide. It sells for \$4.95 at Jr. Food Marts and Jitney Jungles. It's available by subscription for \$52 a year.

"We looked at this new dish coming out and wondered whether we should start a new magazine for it," said Phil Swann.

"The more and more we looked at it, the more we thought, 'Man, this thing has incredible potential.'"

The companies estimate 10 million consumers will buy the system by the end of the decade. "I think it's going to be more than that," Swann said. "People hate their cable systems so much."

### REGIONAL QUOTATIONS

Closing price and change from previous day. (Supplied by The Associated Press)

■ NYSE	Price	Change
■ AMEX	64 1/4	1 1/4
■ GfPac	14 1/4	1/4
■ GfCen	14 1/4	1/4

StoneC	15%	- 1/4
TimeWa	37%	- 1/4
UPac	28	+ 3/4
WalMart	24 1/4	- 1/4
Weyerh	42 1/4	- 1/4
■ AMEX		

Freds	12	-
GmSsu	26 1/2	-
Harcid	28	-
IntCabi	34	-
KLLM	15 1/4	-
LDOS	15 1/4	-
IF Rcd	17 1/4	+ 1/4

### MONEY MARKETS

DOW	OIL
DOWN	DOWN

### KEY

# Inside:

Firestone strikers express their anger. Page 2

NYSE TABLE / 4  
MUTUAL FUNDS / 5  
NASDAQ TABLE / 6  
OBITUARIES / 7

# Business

THE INDIANAPOLIS STAR

FRIDAY, JULY 15, 1994

## NATION

### Fixed-rate mortgage jumps to 8.72%

Thirty-year, fixed-rate mortgages averaged 8.72 percent this week, up from 8.68 percent last week, according to a national survey released by the Federal Home Loan Mortgage Corp.

It was the highest since May 12, when the average was 8.77 percent. On one-year adjustable-rate mortgages, lenders were asking an average initial rate of 5.58 percent, up from 5.56 percent last week.

### Daily Indicators

Prices in New York trading

IRON ORES: INDUSTRIALS

Thursday's close: 3739.25 +34.97

GOLD

Troy ounce: \$394.00 +0.50

SILVER

Troy ounce: \$5.16 -0.03

CRUDE OIL

Barrel, crude: \$20.18 +0.03

30-YEAR TREASURY BOND

Yield: 7.53% -0.14

ONE U.S. DOLLAR EQUALS

Yen: 98.25 +0.05

Marks: 1.5515 +0.0145

Pounds: 0.6407 +0.0023

## Thomson launches its satellite system with expectations of sky-high revenues

■ Carmel television firm and high-tech partners are spending \$50 million to guarantee success for the DSS invention.

By Jo Ellen Meyers Sharp  
STAR STAFF WRITER

Thomson Consumer Electronics and its partners are spending \$50 million nationally — perhaps the most ever spent to launch a new consumer electronics product — to sell their new small satellite television system.

And after more than a week of heavy print and broadcast advertising in central Indiana, Carmel-based Thomson today unveils the RCA Digital Satellite System, or DSS, at selected retailers in its home state.

Dubbed the "next generation of television" by some in the industry, DSS promises consumers a crisper picture, clearer sound and greater programming choices than conventional cable or TV systems.

Thomson is targeting disgruntled cable-TV subscribers, rural residents without access to multi-channel programming, or folks

who just love television as its primary customers.

The company also promises the equipment will be adaptable to what comes down the information superhighway in the future — high-definition television and the satellite transmission of data.

"It's a defining moment in television," said Phil Swann, executive editor of *Satellite Direct* magazine, a publication created to serve the new DSS market.

The system is a combined effort of Thomson, which makes RCA brands; DIRECTV, a unit of GM Hughes Electronics; and United States Satellite Broadcasting Co., a division of Hubbard Broadcasting. DIRECTV and USSB provide programming for the system.

DSS works by turning visual and audio signals into digital zeros and ones for transmission to an 18-inch satellite dish. Currently, radio signals are beamed from towers across the country, and satellite dishes now on the market are much larger.

GM Hughes has built and launched one Ku-band Direct Broadcast Satellite and plans to launch a second in a few weeks. When the second satellite is fully operational, viewers will be able to choose programming from at least

175 channels and, Thomson says, they'll receive laser-disc quality pictures and compact-disc quality sound. About 75 channels are available now.

Besides the 18-inch dish, a DSS unit includes a receiver about the size of a VCR and a remote control.

Compared to a monthly cable-TV subscription, DSS is expensive — it starts at \$700, plus about \$70 for do-it-yourself installation or about \$200 to be professionally installed.

There's also a monthly subscriber fee of \$5.95 to \$34.95, depending on what services and programs the viewer wants. The receiver comes with a smart card, a credit-card-sized device that tells the programmer who's ordering what.

Viewers can pick pay-per-view movies for a \$3 charge to watch when they want, order out-of-market sporting events or program their receiver to lock out certain channels or movies with adult ratings.

The system, however, only picks up satellite programs. Viewers who want to watch local TV stations must switch off DSS and

See DISH Page 2



Star Staff Photo / Susan Plegeman

**THE LATEST THING:** Salesman Brad Snyder shows off the new RCA Digital Satellite System dish's capabilities to interested customers at the H.H. Gregg store on East 96th St. Thursday.

Towan said.

He said union carpenters make a base rate of \$11.50 an hour, and benefits bring it up to slightly under \$15 an hour.

Carson said residential framing crews typically have a lead carpenter who gets \$10 to \$12 an hour and three laborers who make from \$6.50 to \$7.50 an hour. But he said total annual wages are probably closer between union and non-union carpenters because the non-union carpenters work more steadily.

So far, the labor shortage hasn't hit home buyers in the pocketbook. Rodger Hall of Hall and House Lumber, which supplies builders and contractors, said he doesn't think it will.

"These framers will get a little more money for what they're doing, but it's not going to be something that will drive costs way up," he said.

## Business

The business desk is responsible for all local and national business-related news. Our hours are 9:30 a.m. to 6:30 p.m. Monday to Friday. If you wish to talk about a story, make a suggestion or place an ad in this section, please use these numbers:

**Business Editor**  
Pamela Klein ..... 633-1019  
**Toll free** ..... (800) 669-7827  
**Fax line** ..... 633-1233  
**Advertising** ..... 633-1100

## Stars of

Chances are, we'll see you well without taking a car, call 633-1111.

at your ears.  
the news—  
favorite books on  
the radio deliver  
from your car.

at your pockets.  
with extra cash  
savings from sales

us, will debut during the 1995 model year.

That surge is being felt in Indiana.

The biggest growth in the state has occurred at the Kokomo complex, comprised of a transmission plant and a casting operation. Employment stands at 6,600, up 1,600 over the past 18 months.

But Chrysler's road in Indiana hasn't been without bumps.

At Kokomo, workers say there's more labor-management teamwork than in the past.

"People realize the place could go under," says Keith Dick, a quality-assurance worker. "Most of them still take pride in their jobs. Everybody wants to build a good product."

Hourly workers at the New Castle and Indianapolis plants adopted work rules in the 1980s. Those changes drastically cut the number of job classifications. The idea was to increase efficiency and permit management more flexibility in the way workers are deployed.

The New Castle plant nearly closed in 1987, but the work-rule alterations caused Chrysler to give the plant another chance.

The Henry County facility manufactures suspension components and other parts. The same parts are available from outside vendors.

"We have to compete for business; we're not guaranteed business," says Dennis Mason, the New Castle plant manager. "I

"Their primary focus is a dramatic improvement in quality and consistency thereof," says Joseph Phillippi, an auto analyst with Lehman Brothers in New York. "(Chrysler Chairman Robert J.) Eaton is staking his reputation; they've got to get that problem fixed."

In Indiana, Chrysler managers say there is no complacency.

"Bob (Eaton) and the managers of the company have laid out a definite goal for the corporation," says Floyd, the Kokomo complex manager. "It gives us all a common road map."

## Chrysler reports best quarter ever

Associated Press

Highland Park, Mich. — Chrysler Corp. Thursday said it earned \$956 million in the second quarter, making April-June the company's most profitable quarter ever.

The earnings were 39.6 percent higher than in the comparable 1993 period and marked a second consecutive quarterly record for Chrysler. Last quarter, the No. 3 automaker reported \$938 million in earnings.

The \$956 million translates to \$2.61 a share, up from \$685 million, or \$1.86 a share, in the same quarter a year ago.

stores.

Stanley W. Kozlowski manager of DSS marketing for Thomson, said there are enough units in the pipeline that delays shouldn't be greater than two or three weeks.

By the end of the year, RCA will be making 100,000 units a month, he said.

The technology and coding for the receiver were developed by about 200 engineers at the Thomson headquarters in Indianapolis in less than two years.

"It was the fastest development our company has ever done, and it was the biggest software program ever," said Michael Deiss, a senior engineer at Thomson.

George Bryant, director of communications at Fortuna Communications, publisher of *Satellite TV Week*, has a 10-foot-diameter dish at his home about 150 miles north of San Francisco.

He recently purchased the RCA dish and said he is "flabbergasted at how good it really is... and the sound is much better."

## DISH

Continued from Page 1

pick up those broadcast signals with a regular antenna.

Indianapolis is the largest market in which Thomson will sell the product so far, and retailers say they expect to sell out today the hundreds of units available. In the other five southern cities where DSS already is on the market, retailers usually sold out in two days. Thomson hasn't disclosed how many units it had for sale in those cities.

"Thomson is forecasting the greatest thing ever in first-year sales, but that will depend on supply," said Ken Beckley, executive vice president of H.H. Gregg, the local retailer picked by the manufacturer as one of the first sites in Indianapolis to sell DSS.

No one is saying precisely how many units will be available, but Beckley said his company had hundreds to stock its Indianapolis

Barbara Walters interviewed Yeltsin.  
Maria Shriver interviewed Castro.

# RIC

western University in Evanston and went to work for the J. W. Thompson advertising agency.

## Robert Jungk, 81 anti-nuclear can

Associated Press

Salzburg, Austria — Robert Jungk, a German-born philosopher-historian and prominent anti-nuclear campaigner in Europe, died Thursday age 81.

Friends said he died at Diakonisse Hospital. The cause of death was not given, but Jungk never fully recovered from a stroke he suffered a year ago.

After working as a journalist, Jungk increasingly devoted himself to ecological issues and nuclear energy. He was the environmentalists' candidate for Austrian president in the 1990 elections won by Thomas Klestil.

With the publication of his book *The Atom State* in 1977, Jungk became one of the chief exponents of the anti-nuclear movement. He took part in protests against nuclear power plants.

## Martha O'Neill, 52

Cumberland, Ind. — Martha L. O'Neill, 52, Cumberland, a retired clinical social worker, died Thursday.

Memorial services will be at 8:15 a.m. Saturday in St. Lawrence Catholic Church, Lawrence.

There will be no calling.

She had been an outpatient clinical social worker for the Roudebush West 10th Street Veterans Affairs Hospital, a rehabilitation therapist for Central State Hospital and a mental health administrator for New Castle State Hospital.

Ms. O'Neill was a past president and member of the board of directors.

## Bowman Hall, 10

Services for attorney Bowman Hall, 81, Indianapolis, will be private.

There will be no calling.

Mr. Hall died Wednesday.

A self-employed attorney, he was an attorney for the town of Southport from 1962-67.

Mr. Hall retired from the Air Force in 1973 with the rank of major. He had served during World War II and the Korean War.

He had also been a teacher for Indianapolis Public Schools.

Mr. Hall was a graduate of Eastern

## Ellen Aufderheide was social worker 20 years

Memorial services for Ellen Laurentz Aufderheide, 58, Indianapolis, a social worker, will be at 10 a.m. Saturday in the Peace Chapel at Crown Hill Cemetery.

There will be no calling.

She was found

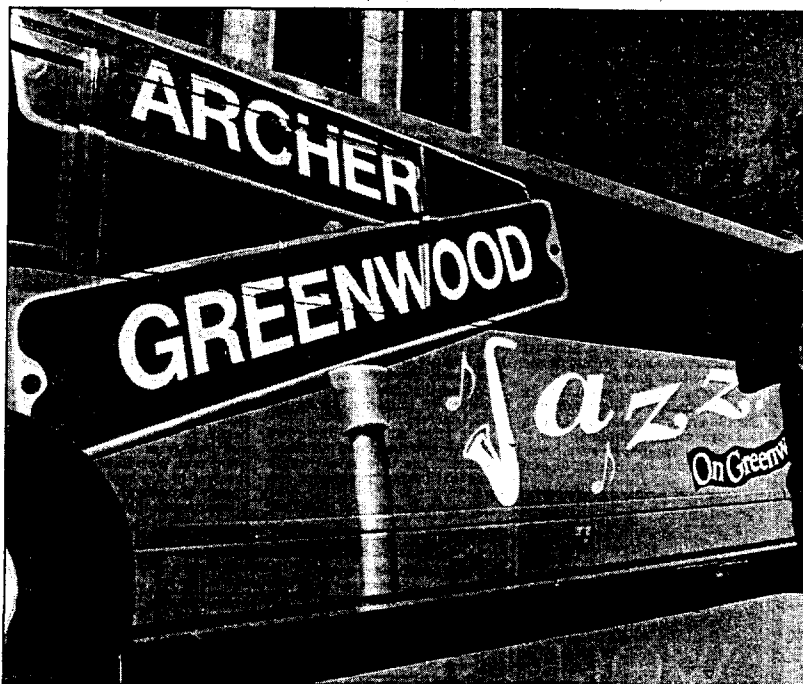


# ENTERTAINMENT

**By Rita Sherrow**  
World Television Editor

"What we are trying to do and what we have come up with is a system, a service that provides everybody in the United States a

USBS subscribers also can purchase monthly programming packages of the basic "essentials" for \$7.95. It includes Lifetime, Comedy Central, Nickelodeon/Nick at Night, MTV, VH-1 and All-News Channel. Home Box Office and Cinemax with eight channels of programming are available for \$10.95 per package.



Wor

Tulsa musician Earl Clark joined the the Tulsa Transit's "Greenwood Jazz Machine" bus Wednesday to publicize the upcoming Bok/Williams Jazz on Greenwood festival, Aug.

10-13. As well as supplying the pre-play jazz on its Tulsa routes six weeks Transit will provide shuttle during the

The 7th Annual Best Unsigned Blues contest will take place Thursday at Joey's, 6825 S. Peoria Ave. Unsigned artists are invited to come to this "open mic" night

**TELEVISION** ■ Complete Cable TV Listings in Sunday's TV

**7 A.M.**  
**2** Today - Scheduled: Basketball player Glenn Robinson, author Jane Yolen (*Warrior*), (*Time of the World*), singer John Mellencamp (CC)  
**3** Six in the Morning (Cont'D)  
**4** Good Morn'g America - Scheduled: Writer Walter Mosley; author Mary Randolph Carter on how to find bargains at garage sales and flea markets.

**8 A.M.**  
**4** This Morning - Scheduled: Report on the movie *1 Love* (P, 2) with actress Julia Roberts; producers Charles Shyer and Nancy Meyers; singer Lena Horne; the Amazing Kresna, a mind reader; magazine *Play* day; the best toys for summer. (CC)  
**9 A.M.**  
**1** Live - Regis & Kathie Lee - Scheduled: Actress-comic Kim Cools (*Living Single*), singer Jon Secada  
**2** Geraldo - Scheduled: Teen curfews.

**10 A.M.**  
**2** Vicki! - Scheduled: Roy Rogers, Dale Evans, Tom Bosley, Patricia Carli-Bosley and others discuss their secrets for staying young.  
**3** Rolonda - From March: Couples dealing with a lack of romance and sex in their marriages.

**11 A.M.**  
**4** Jerry Springer - From March: Problems faced by overweight people.  
**11:30 A.M.**  
**2** News (CC)

**NOON**  
**1** TENNIS: Wimbledon - Women's Semifinal (SD)  
**3** (M) Model Williams - From 1993: "Cat lighting," the latest rage in adult entertainment.

**2 P.M.**  
**4** News  
**5** Jenny Jones - From 1993: Advertisements on billboards or other signs to advertise for a mate.  
**6 P.M.**  
**3** Rick Lake - From March: Women from their husbands' marriages.  
**3 P.M.**

	6:00	6:30	7:00	7:30	8:00	8:30	9:00	9:30	1
<b>2</b> <b>FX</b>	News □ 943	Rescue 911 (Stereo) □ 239	Mad About You □ 1059	Wings (Stereo) □ 79	Seminal (Stereo) □ 1479	Fraser (Stereo) □ 714	Dateline (Stereo) □	7943	News 177
<b>3</b> <b>FX</b>	Hart to Hart 634085	Under the Gun 866535	Home and Away 865479	Telereps □ 1595924	MOVIE: "Confrontal Divide" (1961 Drama) John Belushi (P) 314 634	SPECIAL: "The Sleep" □ 9767	Gunslike 23634	Star Trek: Voyager 177	
<b>4</b> <b>DIS</b>	MOVIE: "You Thought Your Parents Were Weird" (1981 Comedy) Full House (Stereo) □ 16653	Married... With Children □ 76189	Simpsons □ 15437	In Living Color □ 5937	SPECIAL: "The Sleep" □ 9767	Gunslike 23634	Star Trek: Voyager 177		
	News 1943	Entertainment Weekly 229	How's It Do That? □ 96924	Eye to Eye With Connie Chung □ 6612	Picket Fences □ 92108	News 452			
	Amy Griffith 4089127	Hogan's Heroes 140578	700 Club 9499672	Victory 4928011	Through the Bible 4914818	Wisdom in the Foundations of Truth 1086011	Foundations of Truth 1032134	No	
	News □ 8011	Wheel of Fortune □ 7363	SPECIAL: "We're Expecting" □ 81092	Mailbox □ 90740	PrimeTime Live □ 82726	News 452			
<b>9</b> <b>TCI</b>	Lifestyle Magazine 41905	Take 2 65585	Joy of Music 16721	Benny Hinn 67788	Manlym Kiefer 32769	Get Ready 11276	Praise the Lord 962127	News 452	
	Family Matters 69301	M*A*S*H □ 50853	MOVIE: "Voyage of the Damned" (1976 Drama) Faye Dunaway 257943	This Old House □ 7905	MINISERIES: "Civil War: War is Hell - 1865/Angels of Our Nature" (P) 5 □ 98745	General Biology 1616672	General Biology 1616672	Com 161	
	Business Report 7786	News 1721	World America □ 2588	Living With Health 9398030	MOVIE: "Sunrises" U.S. Soldiers of the Race □ 14576	MOVIE: "Maximum Force" (1992 Drama) Sam Jones (P) 637450	De Comedy 340702	Com 161	
<b>14</b> <b>TELE</b>	1400 to 1850 Local News	Writing Our Future 14576	MOVIE: "The Untouchables" (1987 Drama) Kevin Costner □ 745943	SPECIAL: "Sunrises" U.S. Soldiers of the Race □ 14576	MOVIE: "Maximum Force" (1992 Drama) Sam Jones (P) 637450	De Comedy 340702	Com 161		
<b>15</b> <b>MA</b>	MOVIE: "Rain" Returns" (1992) Michael Keaton (PG-13) (C) 18011382	MOVIE: "The Untouchables" (1987 Drama) Kevin Costner □ 745943	MOVIE: "The Untouchables" (1987 Drama) Kevin Costner □ 745943	MOVIE: "The Untouchables" (1987 Drama) Kevin Costner □ 745943	MOVIE: "The Untouchables" (1987 Drama) Kevin Costner □ 745943	MOVIE: "The Untouchables" (1987 Drama) Kevin Costner □ 745943	MOVIE: "The Untouchables" (1987 Drama) Kevin Costner □ 745943	MOVIE: "The Untouchables" (1987 Drama) Kevin Costner □ 745943	
<b>16</b> <b>ENC</b>	MOVIE: "The Power" (1994 Drama) Mel Gibson (Stereo) 7107634	MOVIE: "The Power" (1994 Drama) Mel Gibson (Stereo) 7107634	MOVIE: "The Power" (1994 Drama) Mel Gibson (Stereo) 7107634	MOVIE: "The Power" (1994 Drama) Mel Gibson (Stereo) 7107634	MOVIE: "The Power" (1994 Drama) Mel Gibson (Stereo) 7107634	MOVIE: "The Power" (1994 Drama) Mel Gibson (Stereo) 7107634	MOVIE: "The Power" (1994 Drama) Mel Gibson (Stereo) 7107634	MOVIE: "The Power" (1994 Drama) Mel Gibson (Stereo) 7107634	
<b>18</b> <b>SHO</b>	MOVIE: "The Power" (1994 Drama) Mel Gibson (Stereo) 7107634	MOVIE: "The Power" (1994 Drama) Mel Gibson (Stereo) 7107634	MOVIE: "The Power" (1994 Drama) Mel Gibson (Stereo) 7107634	MOVIE: "The Power" (1994 Drama) Mel Gibson (Stereo) 7107634	MOVIE: "The Power" (1994 Drama) Mel Gibson (Stereo) 7107634	MOVIE: "The Power" (1994 Drama) Mel Gibson (Stereo) 7107634	MOVIE: "The Power" (1994 Drama) Mel Gibson (Stereo) 7107634	MOVIE: "The Power" (1994 Drama) Mel Gibson (Stereo) 7107634	
<b>19</b> <b>EDU</b>	Francis Davis 83199	European Feature Reports 87769	Inside TPS 38905	European Feature Reports 76653	A.P. of Parenting 26160	B.A. Public Schools 26160	H. Jenks 66295	Inside TPS 81437	
<b>23</b> <b>OVC</b>	Destination: Africa 2457450	World Cup Soccer: Argentina vs. Bulgaria (L) 625	Motorcycle Race: The World Championship Series (TD) 983363	Motorcycle Race: The World Championship Series (TD) 983363	Motorcycle Race: The World Championship Series (TD) 983363	Motorcycle Race: The World Championship Series (TD) 983363	Motorcycle Race: The World Championship Series (TD) 983363	Motorcycle Race: The World Championship Series (TD) 983363	
<b>25</b> <b>ESPN</b>	Sportscenter 286085	World Cup Soccer: Argentina vs. Bulgaria (L) 625	Motorcycle Race: The World Championship Series (TD) 983363	Motorcycle Race: The World Championship Series (TD) 983363	Motorcycle Race: The World Championship Series (TD) 983363	Motorcycle Race: The World Championship Series (TD) 983363	Motorcycle Race: The World Championship Series (TD) 983363	Motorcycle Race: The World Championship Series (TD) 983363	
<b>26</b> <b>USA</b>	Wings 505127	Wings 596478	Murder, She Wrote □ 947189	MOVIE: "Daddy Dearest" (1991 Suspense) Jack Scalia (Stereo) 925063	Motorcycle Race: The World Championship Series (TD) 983363	Motorcycle Race: The World Championship Series (TD) 983363	Motorcycle Race: The World Championship Series (TD) 983363	Motorcycle Race: The World Championship Series (TD) 983363	
<b>28</b> <b>TH</b>	Father Time 705300	Father Time 796382	AUTO RACING: This Week in NASCAR 305189	SPECIAL: Sinatra in Concert, Royal Festival Hall 316295	Motorcycle Race: The World Championship Series (TD) 983363	Motorcycle Race: The World Championship Series (TD) 983363	Motorcycle Race: The World Championship Series (TD) 983363	Motorcycle Race: The World Championship Series (TD) 983363	
<b>29</b> <b>TH</b>	In Search of "Astrology" Dark Star 949843	Biography: "Gregory Peck: 'His Own Man'" 307547	MOVIE: "Gethysburg" (1993 Drama) (L) 1 Tom Berenger 196856	SPECIAL: Sinatra in Concert, Royal Festival Hall 316295	Motorcycle Race: The World Championship Series (TD) 983363	Motorcycle Race: The World Championship Series (TD) 983363	Motorcycle Race: The World Championship Series (TD) 983363	Motorcycle Race: The World Championship Series (TD) 983363	
<b>31</b> <b>CNN</b>	Moneyline 210302	Crossfire 58411	SPECIAL: Future of Health 945721	Larry King Live □ 916769	World News 941905	World News 941905	World News 941905	World News 941905	
<b>32</b> <b>DISC</b>	2000 920547	SPECIAL: Genesis Awards 314278	MAJOR LEAGUE BASEBALL: Chicago Cubs at Houston Astros (L) 730214	MAJOR LEAGUE BASEBALL: Atlanta Braves at Florida Marlins (L) □ 845059	MOVIE: "The Sea" George C. Scott 5	MOVIE: "The Sea" George C. Scott 5	MOVIE: "The Sea" George C. Scott 5	MOVIE: "The Sea" George C. Scott 5	
<b>33</b> <b>WGN</b>	Night Court 49101	Jaffersons □ 482363	MAJOR LEAGUE BASEBALL: Chicago Cubs at Houston Astros (L) 730214	MAJOR LEAGUE BASEBALL: Atlanta Braves at Florida Marlins (L) □ 845059	MOVIE: "The Sea" George C. Scott 5	MOVIE: "The Sea" George C. Scott 5	MOVIE: "The Sea" George C. Scott 5	MOVIE: "The Sea" George C. Scott 5	
<b>34</b> <b>TBS</b>	Beverly Hills 71736301	MAJOR LEAGUE BASEBALL: Atlanta Braves at Florida Marlins (L) □ 84							

# See it now!

## Dillard's

Introducing

# RCA

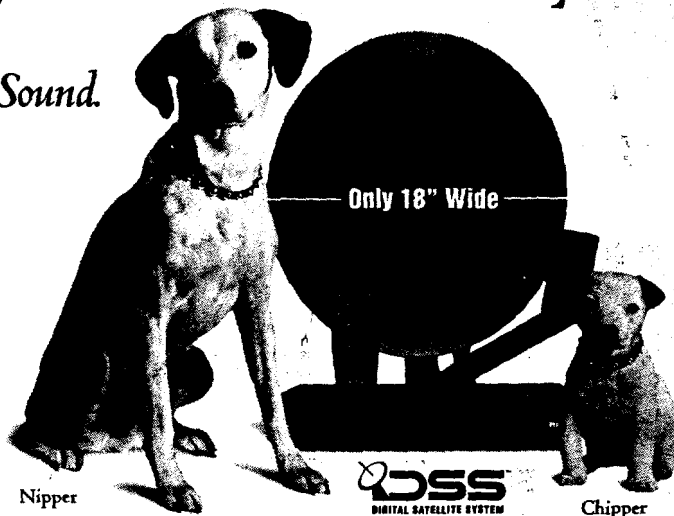
## Digital Satellite System

Picture. Clearer Sound.  
Greater Choice.

Disc quality  
capability<sup>(1)</sup>

Clarity sound<sup>(1)</sup>

Programming  
for the  
family



**System prices  
start at**

**\$699** DS1120RW

Professional installation available

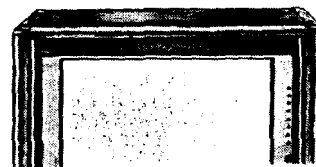
## Sharper picture. Clearer sound. Greater choice.

It's a whole new world of entertainment and it makes your TV 30% sharper than signals. With sound as clear as a CD. 150 channels+ of digital entertainment. and Digital Satellite System beams directly from a space satellite to an ever dish that's only 18" wide. Naming from DirecTV and USSB, the major cable networks, big-name events, educational programs and

*RCA Home Theatre™ and the new Digital Satellite System: TV never looked so good.*

The vivid color and clean detail of digital reception is at its very best on advanced television like the RCA Home Theatre.

Home Theatre's big screen excitement and high performance audio give you a true theatre experience —



## To Be Sought 87 Slaying

Her throat had been slashed, he had several stab wounds.

Testimony at a March preliminary hearing indicated Barnes has been a suspect since the summer of 1987. He was not charged until Jan. 13, 1994.

Barnes said he and his sister, Victoria, burglarized Stevens' home, and his sister stabbed Stevens during a confrontation, a police detective said.

Victoria Barnes was not charged in the case. She testified on the prosecution.

She said her brother admitted he stabbing.

In a motion to dismiss the charge, defense attorney Frank Thompson said Victoria Barnes is a convicted felon whose testimony is unreliable and unsupported by any other evidence.

## Services Friday

Cato) McDow. She married Alex Pogue on July 11, 1925, in Crowder. She was a homemaker and a member of the Broadway Baptist Church.

In addition to her husband she survived by two daughters, Margaret Williams of Owasso and Betty Prentice of Sperry; three sons, William Pogue of Springdale, Ark., Jimmy Pogue of Sand Springs and Jerry Pogue of Tulsa; one sister, Pauline Chronister of Drumright; 15 grandchildren; 24 great-grandchildren, and three great-great-grandchildren.

## fter Car Strikes Boy

the car near 36th Street North and Mohawk Boulevard, police said.

He was treated at St. John Medical Center for minor injuries and released, a nursing supervisor said.

# G

PEARANCE  
P TO  
%

DRESS SHIRTS  
CASUAL PANTS  
WALKING SHORTS  
SPORT COATS

KENNETH GORDON  
AQUASCUTUM

AN & TALL MAN ITEMS  
tically Reduced!

Custom Room -  
Coats, Slacks and Dress Shirts.

FINE CLOTHES  
ird 743-6416

Discover the ultimate in digital entertainment at Sears

# SEARS

### 18-In. Compact Dish

Durable yet lightweight metallic dish is easily installed on your home or property.

### Installation Available

In less than 2 1/2 hours an installer will link you to a new era of entertainment. Or, you can do it yourself!

### Up to 150 Channels

Enjoy blockbuster and classic movies; live sports; the arts; news; children's and educational programs.

## Come see a demonstration of the Digital Satellite System at Sears Brand Central!

### Receiver/Decoder

Compact, 8-button front panel. Video and audio output jacks for superior picture and sound.

### Laser Quality Picture

Receive digital signals capable of delivering a sharper, ghost-free laser disc quality picture.

RCA'S 18-in. Digital Satellite System offers you more!

**Convenience** - Customize or choose monthly programming packages to meet your family's needs!

**Value** - Get the best TV entertainment value at our introductory price. Plus Sears satisfaction guarantee!

**Choice** - Create channel lists and request information from the remote control. Features parental control over pay-per-view spending limits and selection.

No dealers please.



### Handy Remote

Ergonomic design and color-coded keypad. Operates satellite receiver and most TV brands.

### CD Quality Sound

Digital audio performance provides unsurpassed realism for your stereo and surround sound systems.

Enjoy a movie,  
music video or big  
game with the latest  
home entertainment  
breakthrough.

SEARS

# DECLARE YOUR INDEPENDENCE!

Just in time for the holiday, the new DirecTV.  
The channels you want to see at a price you can afford.

DirecTV offers up to 150 channels from an 18" dish.

## WE NOW HAVE IT!



**RCA**  
**DSS**™

**DIRECTV**

**USSB**

Entertainment Plus Includes:  
5 channels of HBO  
3 channels of Showtime  
3 channels of Cinemax  
2 channels of The Movie Channel  
1 channel of FX  
Lifetime  
Nickelodeon  
All News Channel  
VH-1  
Nick At Nite  
MTV  
Comedy Central

ONE MONTH  
FREE  
**USSB**  
ENTERTAINMENT PLUS

WITH NO MONEY DOWN

**\$16.00**  
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# SEARS

## Easy-to-Install Dish

Durable yet lightweight metallic dish is easily installed on your home or property.

## Installation Available

In less than 2 1/2 hours an installer will link you to a new era of entertainment. Or, you can do it yourself!

## Up to 150 Channels

Enjoy blockbuster and classic movies; live sports; the arts; news; children's and educational programs.

Enjoy the excitement of a movie, concert or big game with the latest home entertainment breakthrough.

## Receiver/Decoder

Compact, 8-button front panel. Video and audio output jacks for superior picture and sound.

## Laser Quality Picture

Receive digital signals, capable of delivering a sharper, ghost-free laser disc quality picture.

## Handy Remote

Ergonomic design and color-coded keypad. Operates satellite receiver and most TV brands.

## CD Quality Sound

Digital audio performance provides unsurpassed sound quality for your stereo and surround sound systems.



**RCA'S 18-in. Digital Satellite System offers you more!**

**Convenience** - Customize or choose monthly programming packages to meet your family's needs!

**Value** - Get the best TV entertainment value at our introductory price. Plus Sears satisfaction guarantee!

**Choice** - Create channel lists and request information from the remote control. Features parental control over pay-per-view spending limits and selection.

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AT THE STORE YOU TRUST

Come see a demonstration of Digital Satellite System at Sears Brand Central!

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